

16th YEAR • A WEEKLY PUBLICATION

File Copy
7/16/56

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

fashion

january						
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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JULY 13, 1956</u>			
Friday July 13 9:00 A.M.	FALL COLLECTION FOR VISITING EDITORS Hattie Carnegie (N.Y.D.I.) will present Fall fashions to the visiting press. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON - 2ND FLOOR
Friday July 13 10:30 A.M.	FALL COLLECTION FOR OUT-OF-TOWN PRESS Adele Simpson (N.Y.D.I.) will present her Fall collection to visiting editors. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday July 13 11:30 A.M.	VISITING EDITORS SHOW BY MOLLIE PARNIS Mollie Parnis (N.Y.D.I.) will present her Fall collection to visiting press. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	PARNIS-LIVINGSTON	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Friday July 13 1:00 P.M. Picnic Lunch	PREVIEW FOR VISITING PRESS Lilly Dache's (<u>Auxiliary Member of N.Y.D.I.</u>) Fall news in hats, boutique fashions and beauty will be presented to the visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE (GENERAL BEAUTY PROD.)	78 EAST 56TH STREET PENTHOUSE
Friday July 13 2:30 P.M.	FALL FASHIONS FOR VISITING PRESS Branell (N.Y.D.I.) will present Fall fashions to visiting press. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	BRANELL	HOTEL PIERRE BALIROOM
Friday July 13 3:30 P.M.	VISITING EDITORS SHOW BY GOTHÉ David Gottlieb-Gothé (N.Y.D.I.) will present Fall fashions to visiting press. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	DAVID GOTTLIEB	HOTEL PIERRE BALLROOM
Friday July 13 4:30 P.M.	VARIETY GROUP SHOW FOR VISITING PRESS Variety Group (N.Y.D.I.) by Suzy Perette; Regal Knitwear; Youngland designed by Helen Lee; Pellon and Lilion. (Suzy Perette host at cocktails). By invitation. Press Director: Eleanor Lambert, MU. 8-2130.	THREE MANUFACTURERS; & PELLON-LILION	HOTEL PIERRE BALLROOM
Friday July 13 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS Pellon (N.Y.D.I.) will invite the visiting press to see "New Faces of 1956". By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON	ETHEL BARRYMORE THEA. 243 WEST 47TH STREET
Beginning July 13	FALL AND WINTER COUTURE OPENINGS IN DUBLIN, LONDON, ROME, FLORENCE AND PARIS. (<u>For complete listings, see Page 7</u>).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 13	LEATHER FASHIONS; BELTS AND BAGS Rhoda Pack Leathers--jackets, coats, theatre ensembles, skirts and bags; belts and bags by Fueller Workshop and J. P. Shevenell. Contact: WI.7-6122.	RHODA PACK; FUELLER; J.P. SHEVENELL	ELLEN LOCKWOOD 1410 B'WAY - 19TH FL.
Saturday July 14 9:30 A.M. Champagne	BREAKFAST SHOWING FOR VISITING PRESS Ritter Brothers (<u>Auxiliary Member of N.Y.D.I.</u>) will present their Fall fur collection designed by Leo Ritter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA TERRACE ROOM
Saturday July 14 11:30 A.M.	CONNECTICUT TRIP FOR VISITING PRESS Ellen Lind Associates (<u>Auxiliary Member of N.Y.D.I.</u>), on behalf of their clients, invites the visiting press to spend a day at Ted Hilton's Hideaway in Moodus, Conn. By invitation. Contact: Ellen Lind, PL. 3-4786.	FIBER PRODUCERS; MILLS & MANUFACTURERS	MOODUS, CONN.
July 15- July 20	NATIONAL CHINA, GLASS & POTTERY SHOW AT HOTEL NEW YORKER. Contact: George F. Little Management, 220 Fifth Ave., MU. 9-7147.		

WEEK BEGINNING MONDAY, JULY 16, 1956

Monday July 16- July 18 12:15 P.M.; 1:15 P.M.	"SEVENTEEN-BY-THE-YARD" FASHION SHOWS Stern's will present Seventeen's July fabric promotion in back-to-school fashions on July 16, 17, 18 at 12:15 and 1:15. Open to public. Contact: Amelia Cram, LO. 5-7960, Ext. 322.	STERN'S	2ND FLOOR FABRIC DEPARTMENT
Tuesday July 17 9:30 A.M. Breakfast	PRESS PREVIEW: FALL BRIDAL FASHIONS Best will preview their Fall bridal fashions to the press. By invitation only. Publicity: Gay Stearns, PL. 9-2000.	BEST & CO.	3RD FLOOR BRIDAL SALON
Wednesday July 18 4:00 P.M. Cocktails	PRESS PREVIEW OF MID-SUMMER FURNITURE The daily press will be invited to preview Macy's room settings from their Mid-Summer furniture collection. <u>Magazine press preview</u> on Thurs., July 19 at 9:30 A.M. By invitation. Publ.: Nancy Rosenfield, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday July 19 9:45 A.M. Breakfast	PRESS PREVIEW: MODEL ROOMS FOR FALL Press showing of model rooms--"Past Perfect, Future Perfect." By invitation only. Publicity: Hilda Sachs, Robinson-Hannagan, OX. 7-5600.	STERN'S	7TH FLOOR FURNITURE DEPT.
Thursday July 19 10:00 A.M.	PRESS PREVIEW OF FUR FASHIONS Arnold Constable will present Fall and Winter fur fashions to the press. By invitation only. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR MINK SALON
Monday July 23- July 26 12:00 Noon- 1:30 P.M.	PREVIEW OF A NEW FABRIC Press and private guest preview of a new Resort-Spring rayon and cotton fabric by Bates, using "disciplined" finish for the first time. Presentation of a group of fashions, created especially for this show. By invitation only. Publ.: Ruth Hammer Assoc., EL. 5-7872.	AMERICAN RAYON INSTITUTE, INC.	350 FIFTH AVENUE SHOWROOM - 59TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday July 23	OPENING OF HOLIDAY AND RESORT FABRICS Reltex Fabrics will show their Holiday-Resort-Spring 1957 collection. In- troduction of Better Fabrics Division. Contact: Trudy Bach, LO. 3-2374.	RELTEX FABRICS (RELIABLE TEXTILE CO.)	1410 BROADWAY SHOWROOM - 6TH FLOOR
Thursday July 26 9:30 A.M.	PRESS PREVIEW: MAURER BRIDAL FASHIONS Preview of Fall Maurer bridal fashions. By invitation. <u>Customer showing</u> at 5:30 P.M. on 4th floor in store. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	MAURER SHOWROOM 491 SEVENTH AVENUE
Thursday July 26 9:30 A.M. Coffee	PRESS PREVIEW: BACK- TO-SCHOOL FASHIONS Ohrbach's will preview their back-to-school fashions to the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHREBACH'S	4TH FLOOR
Tuesday July 31	OPENING OF COLLEGE SHOP College fashions. Publicity: Margaret deMille, EL. 5-5900.	BLOOMINGDALE'S	3RD FLOOR
Wednesday August 1 10:00 A.M.	PRESS PREVIEW: BACK- TO-SCHOOL FASHIONS Gimbels will invite the press to preview back-to-school fashions. By in- vitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	2ND FLOOR CHILDREN'S BOUTIQUE
Wednesday August 1	OPENING OF COLLEGE SHOP Opening of College Shop. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR
Wednesday August 1	SHOWING OF COLLEGE AND CAREER FASHIONS Informal showings all day of college and career fashions. Press by invita- tion. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	7TH FLOOR
Thursday August 2 9:30 A.M. Breakfast	PRESS PREVIEW OF BACK-TO-SCHOOL FASHIONS Macy's will preview back-to-school fashions to the press. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Saturday August 4- August 12	FIRST ANNUAL BABY & CHILDREN'S SHOW Theme: "American Industry's Effort for a Better World for Children". Babies through teen-agers and maternity fashions will be shown. Also, furniture, toys, books, food, sports exhibits. Daily trade showings from 10:00 A.M. to 1:00 P.M.; public from 1:00 P.M. to 10:00 P.M. Publicity: Charles Schreiber, Universal Public Relations, 270 Park Ave., MU. 8-0064.	NATIONAL BABY AND CHILDREN'S WEAR SHOW	N. Y. COLISEUM COLUMBUS CIRCLE
Monday August 6 11:00 A.M.	PREVIEW OF COLLEGE FASHIONS College fashion preview for press and customers. Suburban store showings: <u>Hempstead</u> , August 7 at 3:30 P.M.; <u>New Rochelle</u> , August 8 at 3:30 P.M.; <u>Hackensack</u> , August 14 at 3:30 P.M.; <u>Manhasset</u> , August 15 at 3:30 P.M.; <u>Trenton</u> , August 16 at 3:30 P.M. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 6 4:30 P.M.	PRESS PREVIEW OF COLLEGE FASHIONS A&S will preview their college and career fashions to the press. By invitation. College Shop will open to the public, Mon., July 30 with College Board modeling from 12:00 to 2:00. Also Aug. 9, 16, 23 from 5:30 to 6:00. Publicity: Juli Daves, TR. 5-7200.	ABRAHAM & STRAUS	7TH FLOOR EXEC. CONF. ROOMS
Monday August 6	OPENING OF COLLEGE CORNER Stern's will present college fashions. Informal modeling by College Board members on Thurs., August 9 from 5:00 to 7:00 P.M. Publicity: Amelia Cram, LO. 5-7960, Ext. 322.	STERN'S	3RD FLOOR
Monday August 6	OPENING OF COLLEGE SHOP Opening of the College Shop. Contact: Dorothy Parr, Market 2-1212.	BAMBERGER'S	COLLEGE DEPT.
Tuesday August 7 9:30 A.M.	PRESS PREVIEW OF COLLEGE FASHIONS Macy's will preview their college fashions to the press. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	3RD FLOOR FASHION OFFICE
Tuesday August 7 6:00 P.M.	OPENING OF COLLEGE SHOP Russeks will open their College Shop. Publ.: Pat Keller, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday August 8 10:00 A.M. Breakfast	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS Gimbels will preview their college and career fashions to the press. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BRIDAL SHOP
Thursday August 9 9:30 A.M. Coffee	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS Ohrbach's will preview their college and career fashions to the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHIBACH'S	4TH FLOOR BRIDAL SHOP
August 13	DEMOCRATIC CONVENTION IN CHICAGO.		
Tuesday August 14 9:30 A.M.	PRESS PREVIEW OF COLLEGE FASHIONS Best's will preview their college fashions to the press. By invitation. Publicity: Gay Stearns, PL. 9-2000.	BEST & CO.	13TH FLOOR RECREATION ROOM
Thursday August 16 9:30 A.M. Breakfast	PRESS PREVIEW OF YOUNG FALL FASHIONS Peck & Peck will preview their Fall College Fashions to the press. By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700.	PECK & PECK	260 FOURTH AVENUE (AT 20TH ST.) - 6 FL.
August 20	REPUBLICAN CONVENTION IN SAN FRANCISCO.		
Tuesday August 21- August 22	SEMI-ANNUAL LEATHER SHOW Forty-ninth semi-annual members' showing of American Leathers. Exhibit hours: <u>August 21--9:00 A.M. to 7:00 P.M.</u> ; <u>August 22--9:00 A.M. to 3:00 P.M.</u> Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday August 22 12:15 P.M.; 6:00 P.M.	OPENING OF COLLEGE, CAREER & COUNTRY SHOP Kresge-Newark will present college, career and country fashions. Press invited. On Sat., August 25 at 12:30 P.M., showing of children's back-to-school fashions, Thimbleberry Room, 7th Fl. Open to public. Publicity: Rita Nagle, Mitchell 2-8000.	KRESGE-NEWARK	3RD FLOOR
Sunday August 26- August 30	FIFTY-FIRST ANNUAL JEWELERS CONVENTION More than 10 million dollars worth of jewelry, watches and silverware will be displayed; and discussions by members of the jewelry industry. Contact: Charles M. Isaac, 551 Fifth Avenue, MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASS'N.	WALDORF-ASTORIA
Tuesday August 28 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW OF "TEXTILES, USA" An exhibition of more than 180 woven, knitted and dyed fabrics, manufactured by 111 firms in the U.S. Open to public, August 29 - Nov. 4. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR & GARDEN
Sept. 3	LABOR DAY (Monday)--Legal Holiday.		

PRESS PREVIEWS: FALL CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Tuesday Sept. 4	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: GRACE DE MUN,	PL. 3-4000
Wednesday Sept. 5	<u>BERGDORF GOODMAN</u> At 11:30 A.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF,	PL. 3-7300
Thursday Sept. 6	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH,	PL. 5-2600
Friday Sept. 7	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL: FRANCES ANDERSON,	CI. 7-1100
Tuesday Sept. 11	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD,	EL. 5-6800

Monday Sept. 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview for the press of Bergdorf Goodman's import collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Beginning Monday Sept. 10	RESORT & EARLY SPRING OPENINGS IN LOS ANGELES Contact: California Fashion Creators, 740 So. Broadway, Los Angeles 14.	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
Thursday Sept. 12 2:30 P.M.	PREVIEW OF FALL AND WINTER COLLECTION Mme. Garnett will personally present her Fall and Winter collection. By invitation only. Contact: Floria Paci, EL. 5-5275. Publicity: Elizabeth Maher Associates, EL. 4-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 13 3:00 P.M.	PREVIEW OF FASHIONS BY MURIEL KING Press preview of Fall fashions by Muriel King, with Stein & Blaine furs. By invitation only. Contact: PL. 3-7700.	STEIN & BLAINE	13 WEST 57TH STREET 2ND FLOOR
Thursday Sept. 13 5:00 P.M.-- 7:00 P.M. Cocktails	PREVIEW OF NEW LINGERIE FABRIC J.P. Stevens will introduce their new lingerie fabric "Angel's Touch." Fashion show at 5:30 P.M. Commentator: Betty Furness. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	J.P. STEVENS & CO., INC.	WALDORF-ASTORIA EMPIRE ROOM
Sept. 15	YOM KIPFUR--Jewish Day of Atonement (Saturday).		
Wednesday Sept. 19 11:00 A.M.	PRESS PREVIEW: CUSTOM- ORDER ORIGINALS Oldric Royce will present his Fall and Winter collection of custom-made fashions. By invitation only. Publicity: Nona James, MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Friday Sept. 21 9:00 A.M. & 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Co-Chairmen, Ready-to-Wear Division: Bettina Ballard and Margaret deMille. (Prices and details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Sept. 26 12:30 P.M. Luncheon	PREVIEW OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret deMille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning	LARRY ALDRICH CO., INC.	530 7th Ave. (12 Fl.)	CH. 4-1872
Monday	BEN BARRACK, INC.	498 7th Ave. (7 Fl.)	LO. 4-3923
Oct. 15	HARVEY BERIN, LTD.	530 7th Ave. (7 Fl.)	PE. 6-0206
	WILLIAM FOX, INC.	530 7th Ave. (21 Fl.)	OX. 5-4070
	ED GERRICK, INC.	550 7th Ave. (7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave. (12 Fl.)	WI. 7-4077
	GRABOIS	498 7th Ave. (5 Fl.)	CH. 4-2767
	HARMAY	498 7th Ave. (22 Fl.)	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498 7th Ave. (9 Fl.)	LO. 4-1860
	JUNIOR SOPHISTICATES	498 7th Ave. (4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave. (21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave. (21 Fl.)	LA. 4-0237
	ROSALIE MACRINI	550 7th Ave. (11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave. (10 Fl.)	CH. 4-4600
	BEN REIG, INC.	498 7th Ave. (23 Fl.)	CH. 4-1542
	RUDOLF GOWNS	530 7th Ave. (12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave. (7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave. (20 Fl.)	LA. 4-7540
	FRANK STARR, INC.	530 7th Ave. (19 Fl.)	LA. 4-7690
	SUZANNE-AUGUSTINE, INC.	1 W. 47 St. (7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave. (2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave. (11 Fl.)	CH. 4-2617

DATEWHAT'S GOING ONGIVEN BYWHEREOPENINGS: LONDON, ROME, FLORENCE, PARIS

Beginning Monday	BRITISH READY-TO-WEAR FOR FALL	LONDON WEEK	LONDON, ENGLAND
July 16-20	Group includes: Aquascutum, H. B. Popper, Horrockses, Jacqmar, Matita, Dorville, Frederick Starke, Wallace of London, The Jaeger Co., Verner-vogue, Simon Massey. Contact: London Week Office, 630 Fifth Avenue, CI. 7-8060; or Dorothy N. Patterson, 36A Bruton Place, London, W.1.		
Beginning Wednesday	OPENING OF ROMAN COUTURE COLLECTIONS	SINDACATO ITALIANO ALTA MODA	ROME, ITALY
July 18-20	<u>July 18:</u> Accessories Exhibit; Faraoni; Reception. <u>July 19:</u> Mingolini-Gugenheim; Eleanora Garnett; Ferdinandi; Gattinoni. <u>July 20:</u> La Tessitrice dell'Isola; Giovanelli; Fontana; Simonetta; Fabiani. Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060; or Raffaele Scarpitti of the Sindacato, Corso Vittorio Emanuele 21, Rome.		
Beginning Friday	OPENING OF FLORENCE COUTURE COLLECTIONS	ENTE ITALIANO DELLA MODA	FLORENCE, ITALY
July 20-23	<u>July 20:</u> Millinery Show and "Young Designers"--Likis, Sarli, Giuliano. <u>July 21:</u> Avagolf, Mikpaul, Valditevere, Mammini, Glans, Giara D'Arno, Myricae, Vito--(Boutique and sportswear). <u>July 22:</u> Antonelli, Carosa, Guidi, Veneziani. <u>July 23:</u> Marucelli, Schuberth, Emilio, Capucci. Contact: G. B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy.		
Beginning Monday	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
July 23-25	<u>July 23:</u> Worth, Norman Hartnell, Michael Sherard, Digby Morton. <u>July 24:</u> Michael, Lachasse, Ronald Paterson, Victor Steibel. <u>July 25:</u> Hardy Amies, Charles Creed, Mattli, John Cavanagh. Contact: Rosemary Borland, 233 High Holborn, London, W.C.1.		
Beginning Thursday	OPENING DATES OF PARIS COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
July 26	<u>July 26:</u> Christian Dior, Claude Riviere, Irene Dana, Irmone. <u>July 27:</u> Jacques Fath, Madeleine de Rauch, Revillon, Vera Borea, Balmain, Bruyere, Germaine Lecomte, A.C.P. <u>July 28:</u> Jean Patou, Costet, Jacques Heim, Jean Patou. <u>July 30:</u> Charles Montaigne, Jean Desses, Ardanse, Lola Prusac, Nina Ricci, Pierre Clarence, Lanvin (Castillo), Gres, Mad Carpentier. <u>July 31:</u> Anny Blatt, Carven, Jacques Griffe, Jeanne Fardeau, Bernard Sagardoy, Catherine Sauve, Maggy Rouff, Raphael. <u>August 1:</u> Andre Ledoux Sports, Maurice Roger, Renee Lise, Amy Linker, Michele Lambert, Doeuillet-Doucet, Hermes, Madeleine Vramant. <u>August 2:</u> Valentine Bourgade, Chanel, Regine Lutece, Jacqueline Godard. <u>August 3:</u> Raymonde Coste, Helen Hubert, Line Carmine, Georgette Renal. <u>August 4:</u> Renee Collard. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.		

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Week of July 14	FIFTH WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AV.	
	<u>Sat., July 14:</u> Jazz Jamboree; Louis Armstrong & Dave Brubeck Quartet.	
	<u>Mon., July 16:</u> All-Russian Program; Stravinsky, Borodin, Moussorgsky.	
	<u>Tues., July 17:</u> Paige Brook, flutist and Michael Rosenker, violinist.	
	<u>Wed., July 18:</u> Samuel Lipman; Liszt's Piano Concerto No. 2 in A Major.	
	<u>Thurs., July 19:</u> Zino Francescatti; Beethoven's D Major Violin Concerto.	
	<u>Sat., July 21:</u> Cole Porter Night with Dorothy Sarnoff, Martha Wright. Robert Rounseville, Conrad Thibault. Publ.: Alix Williamson, CI, 5-5000.	
Thursday July 26	PREMIERE: "HIGH SOCIETY" (Movie) MUSIC HALL, 6TH AVE. & 50TH STREET Bing Crosby, Grace Kelly, Frank Sinatra and Celeste Holm will star in MGM's Technicolor-VistaVision musical version of "The Philadelphia Story". Director: Charles Walters. Producer: Sol C. Siegel. Costumes: Helen Rose. MGM Publicity: Frances Lane, JU, 2-2000. Music Hall Publicity: Fred Lynch, CI, 6-4600.	
Sunday Sept. 16-Sept. 30	OPENING: "THE ROYAL DANISH BALLET" MET OPERA HOUSE, B'WAY & 39TH ST. The Royal Danish Ballet will be seen for 17 appearances only -- presented by Columbia Artists Management, in association with Howard Lanin Management. Tickets: \$1.80 - \$7.50. Publicity: Levrett Wright, CI, 7-6900.	
Early November (Out Of Date Order)	OPENING: "L'IL ABNER" ST. JAMES THEATRE, 246 WEST 44TH ST. Norman Panama, Melvin Frank and Michael Kidd will present a musical comedy based on the Al Capp comic characters. Director and choreography: Michael Kidd. Lyrics: Johnny Mercer. Music: Gene de Paul. Publicity: Harvey Sabinson, CI, 6-0856.	
Tuesday Oct. 23	OPENING: "THE OLD VIC COMPANY" THEATRE TO BE ANNOUNCED Sol Hurok will present The Old Vic Company in an eight week Shakespeare season with Paul Rogers, Claire Bloom, John Neville, Coral Browne. Settings and costumes: Frederick Crooke. Publ: Martin Feinstein, PL, 9-6000.	
Thursday Oct. 25	OPENING: "SEPARATE TABLES" MUSIC BOX THEATRE, 239 WEST 45TH ST. The Producers' Theatre, in association with Hecht-Lancaster will present Eric Portman and Margaret Leighton in 2 one-act plays by Terence Rattigan. Director: Peter Glenville. Publ: William Fields or Barry Hyams, PL, 7-6900.	
Wednesday Oct. 31	OPENING: "AUNTIE MAME" BROADHURST THEATRE, 235 WEST 44TH ST. Rosalind Russell will star in an adaptation, of the best-selling novel by Patrick Dennis, by Robert E. Lee and Jerome Lawrence. Produced by Robert Fryer and Lawrence Carr. Director: Morton DaCosta. Publicity: Arthur Cantor, CI, 6-6496.	
Thursday Nov. 8	OPENING: "THE BEST HOUSE IN NAPLES" THEATRE TO BE ANNOUNCED Nick Mayo will present the F. Hugh Herbert new play starring Katy Jurado. Scenery: Ralph Alswang. Costumes: Jerry Boxhorn. Publicity: Harvey Sabinson, 1780 Broadway, CI, 6-0856.	
Thursday Nov. 22	OPENING: "CANDIDE" MARTIN BECK THEATRE, 302 WEST 45TH ST. Ethel Linder Reiner and Lester Osterman Jr. will present a musical version of Voltaire's play, adapted by Lillian Hellman, featuring Robert Rounseville and Irra Petina. Director: Tyrone Guthrie. Music: Leonard Bernstein. Settings: Oliver Smith. Costumes: Irene Sharaff. Choreography: Tom Brown. Publicity: Ben Washer, MU, 4-8088.	